



Egypt's Most Enduring Gift

—the balmy oils of palm and olive

The recent opening of King Tut's tomb has focused public interest on ancient Egypt.

Women's fashions feature Egyptian ornaments and design. Everything is popular if it is only Egyptian.

But while this interest and popularity are transient, and will quickly pass, one great Egyptian discovery is of everlasting importance.

The value of palm and olive oils as cleansing beautifiers was learned 3000 years ago. And in all the centuries that have passed the world has found nothing better.

So while Egyptian fashions may come and go, Egypt's beauty secrets will live on. Cleopatra's secret of youth is now embodied in the smooth, creamy lather of Palmolive soap.

How it beautifies

By cleansing the tiny skin pores of all clogging accumulations which enlarge and irritate them. Yet this cleansing is so gentle and so soothing that it leaves your complexion softened and refreshed.

Women who use Palmolive never complain of dryness or irritation, and many don't even use cold cream. This is because palm and olive oils impart their cosmetic qualities to the profuse, fragrant Palmolive lather.

Massage it carefully into your skin—don't be afraid to be thorough. Dirt, oil and perspiration must be dissolved and washed away. Then use your favorite cold cream, powder or rouge, for most cosmetics are harmless when applied to a clean skin.

Bedtime is the best time for thorough cleansing, that your skin may be refreshed during sleep. In the morning stimulating rinsing is sufficient to produce radiant, rosy freshness.

Palm and olive oils
—nothing else—give
nature's green color
to Palmolive Soap.



Volume and efficiency produce
25c quality for

10c

